
NEWS RELEASE

Industrial/Commercial Real Estate Women
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SOLD-OUT CROWD OF 180 MEMBERS AND GUESTS OF ICREW OF NJ ATTEND NON-PROFIT'S 7TH ANNUAL GOLF CLASSIC ***Charity Event Raises \$20,000 for Breast Cancer Research***

MONROE TOWNSHIP, N.J., Aug. 27, 2008 – A sold-out crowd of 180 members and guests of the New Jersey Chapter of Industrial/Commercial Real Estate Women ([ICREW of NJ](#)) recently enjoyed an afternoon of golf and networking at the non-profit's Seventh Annual Golf Classic. The event raised \$20,000 for [Play For P.I.N.K.](#), a grassroots organization that advocates for prevention, immediate diagnosis, new technology, and knowledge in the battle against breast cancer.

"We couldn't make this event happen without the generous support of our members and sponsors," said Robin Grossman of AT&T of Morristown, N.J., who co-chaired this year's Golf Classic with Mary Lynn Kearns of General Office Environments of Rochelle Park, N.J. "This year, we are proud to partner with Play For P.I.N.K., which works tirelessly to provide funding for breast cancer research. The non-profit has donated nearly \$13 million to the Breast Cancer Research Foundation over the last 12 years."

Founded in 1982, ICREW NJ is a non-profit organization that promotes communication and interaction between experienced professionals in all facets of the commercial real estate industry. Six years ago, the ICREW NJ Golf Classic began as a golf clinic for members. Due to the overwhelming response, the event quickly became a tournament as well as a clinic for both ICREW of NJ members and guests.

"Golf is an integral part of our industry's culture, and women certainly need to be a part of that arena," noted Grossman. "Our golf tournament makes the game more accessible to women, enabling them to take advantage of the networking and business opportunities that the golf course often provides."

This year, more than 150 companies sponsored in golf categories or contributed to the silent auction and raffle. Capital One Bank was this year's eagle sponsor. In addition, Millennium Bank served as the birdie sponsor, and Prologis Trust sponsored the

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beverage cart. Cushman & Wakefield and Facilities Development & Management were the duffer's delight sponsors and Caryl Communications, Inc. of Fair Lawn, N.J., handled public relations and marketing for the event.

"The reality is that more than 200,000 women in the U.S. will be diagnosed with breast cancer this year – it's unacceptable," said Laura Lassman, founder and president of Play For P.I.N.K. "The tremendous efforts of organizations like ICREW of NJ bring us closer to lowering that number and ultimately finding a cure for this disease."

Since its founding in 1996, Play For P.I.N.K. has donated 100 percent of its proceeds to The Breast Cancer Research Foundation, which provides funding for innovative clinical and genetic research at leading medical centers worldwide. Play For P.I.N.K. provides guidance and support to organizations, both large and small, that want to host a fundraiser for breast cancer research. In addition to golf tournaments like ICREW's Golf Classic, events have included tennis tournaments, equestrian events, card games, knitting circles and spa days. Play For P.I.N.K. has partnered with organizations in 22 states.

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About ICREW

ICREW, a non-profit organization, is the New Jersey Chapter of CREW Network, the Network of Commercial Real Estate Women. They are a full-service network of commercial real estate professionals and represent all disciplines of the commercial real estate industry including but not limited to accountants, architects, appraisers, asset/property managers, attorneys, consultants, developers, lenders, leasing and sales brokers, mortgage bankers/brokers, marketing specialists, market and investment analysts, corporate real estate representatives and title/escrow officers. Membership is open to qualified professionals in the commercial and industrial real estate field. For more information on the Golf Classic, membership or monthly meetings, contact ICREW at 609-585-6871, or check out the organization's web site at www.icrewnj.org.

About Play for P.I.N.K.

Play for P.I.N.K. (Prevention, Immediate diagnosis, New technology, Knowledge) is a grassroots organization dedicated to raising funds to fight breast cancer, by creating and promoting awareness of breast cancer through sporting and lifestyle events including men's and women's golf tournaments, tennis, swimming, card games, equestrian events, shopping benefits, spa days and wine tastings. Since inception, PFP events are now in 140 clubs in 23 states with over 15,000 participants. In November 2007, Play for P.I.N.K. presented The Breast Cancer Research Foundation with a check for \$2,750,000 bringing PFP's total contribution to \$12.75 million dollars. PFP's commitment is to contribute 100% of all funds raised to our partner, The Breast Cancer Research Foundation. Play for P.I.N.K. and BCRF are proud to share the same vision: Find prevention and a cure in our lifetime.